BECAUSE YOU *DO* INHALE

this is vital information!

IT'S a known fact: sometimes *every* smoker inhales... *and more smoke contacts more of the nose and throat passages.*

So—chances of irritation naturally increase.

But there are tremendous differences in cigarettes!

They are reported by distinguished doctors—who measured irritant qualities of the *five leading brands.* Here are the facts:—

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS... AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

That's real *difference*—real *superiority*—provided by Philip Morris for your pleasure and protection. Why wait longer to enjoy it?

CALL FOR PHILIP MORRIS

FINER PLEASURE - PLUS REAL PROTECTION!

AMERICA'S FINEST CIGARETTE TODAY they cost no more than ordinary popular-price cigarettes So why deny yourself Philip Morris' superiority?

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Source: https://www.industrydocuments.ucsf.edu/docs/lpkk0000